

FIG. 1

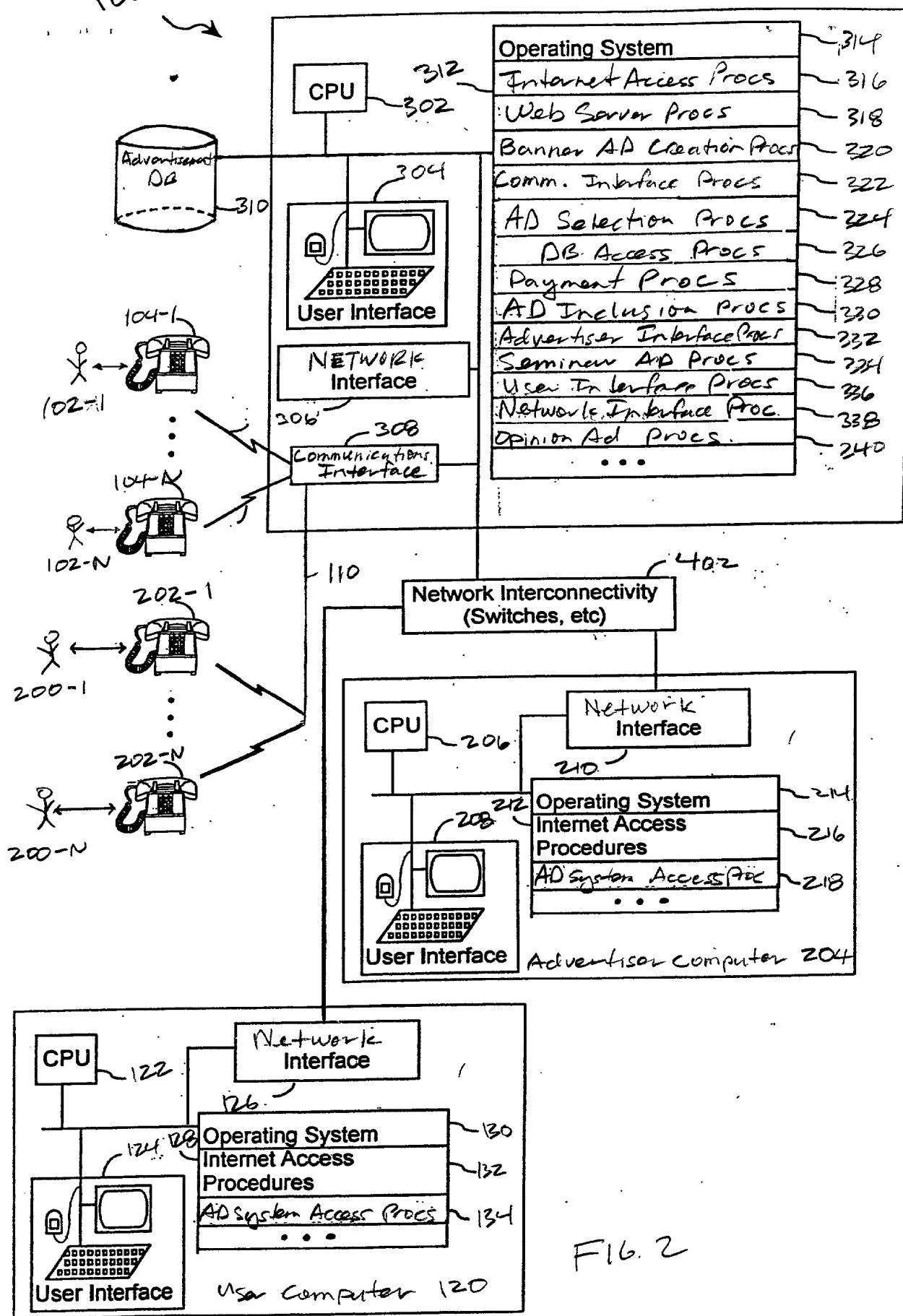


Figure 3: Customer Interface Screen

500  
↓

512

502

510

506

504

Choose the seminar you would like to join:

Title	Description	Reward	Format	Extras	Joining
Looking to buy a vacation home? Discuss the possibilities here!	Vacation spots in South Florida and the Caribbean will be discussed. <a href="#">Click here to learn more.</a>	25 cents per minute, plus \$2 for revealing your credit history	One on one	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
World History Encyclopedia Set	Give your child a head start with this wonderful learning tool. <a href="#">Click here to learn more.</a>	10 cents per minute	One to many (unlimited)	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
Auto Stereo Systems	Hear about the latest in car audio systems ~ Sony, Alpine, Bose, Toshiba. <a href="#">Click here to learn more.</a>	20 cents per minute	One to many (limited to 12 people)	None	 <a href="#">Click here to Join Seminar</a>
Exercise System by BodyBlade	Learn about the new impact-free body-building system from BodyBlade. <a href="#">Click here to learn more.</a>	15 cents per minute, plus \$3 for revealing current owned equipment	One on one	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
Your Shampoo Preferences	Discuss your preferences regarding sport shampoos and conditioners. <a href="#">Click here to learn more.</a>	15 cents per minute, plus \$2 for revealing current shampoo brand	One on one	None	Seminar not in progress

[Click here to see more Seminars.](#) Or, search for a Seminar according to a keyword:  [Go!](#)

508

SSO  
S  
F

**Figure 4: Advertiser Interface Screen**

Create A Seminar

**Create a Seminar Title:** Looking to buy a vacation home? Discuss the possibilities here!

**Create a Seminar Description:** Vacation spots in South Florida and the Caribbean will be discussed. My name is Cindy Johnson and I am a marketer for Vacation Homes, Inc. My specialty is helping customers find the time-share arrangement that best suits their needs.

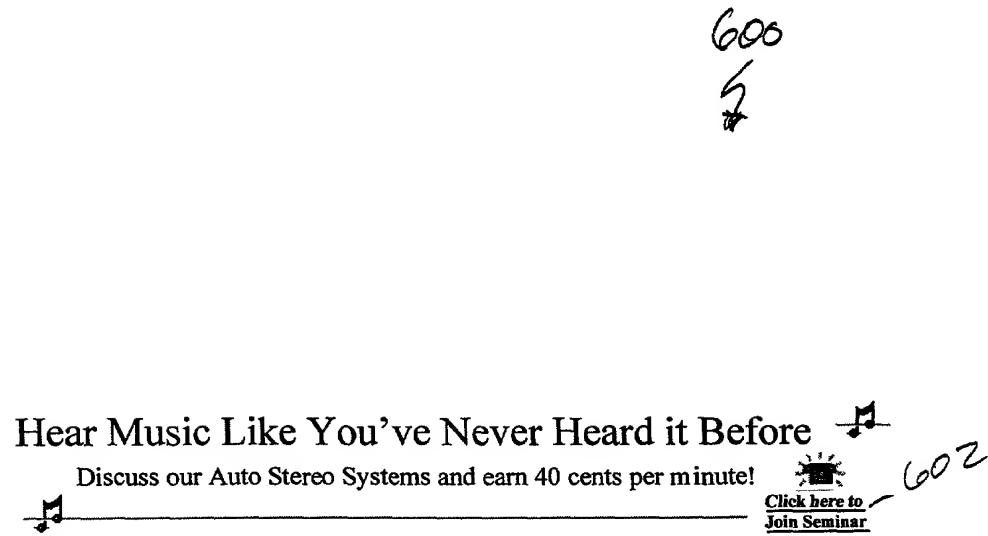
**Specify the Reward you are willing to offer:** 25 cents per minute  
(Optional) Plus \$2.00 for revealing your credit history  
This reward will be deducted from your credit card.  
Add your credit card number here: Visa 4444-4444-4444-4444

**Format:**  One on one  
 One to many, with a limit of participants

**Extras:**  Enable customers to purchase items when they press #9  
 None

**CREATE SEMINAR**

**Figure 5: Targeted Banner Advertisement for Interactive Seminar**



**Figure 6: Customer Registration Screen for Participating in Paid Interactive Seminars**

650

Register here to Participate in Paid Seminars

Name: Roger Wilkins

Address: 123 Cherry Lane  
Concord, New Hampshire 03104

(This is where we will send you a check for the rewards you earn)

Telephone Number: 603-555-5555

(This is where we will call you when you click "Call Now" to join a Seminar)

Credit-Card Number: Visa 4444-4444-4444-4444

(We will draw funds from this credit card if you ever press #9 on your telephone keypad to purchase an item. If you have accrued enough rewards in your account, we will not draw funds from this credit card.)

**SUBMIT REGISTRATION**

Flow 7

START

Provide one or more online  
interactive advertising  
links

Receive a selection from a  
user for a selected  
advertising link for the one  
or more interactive advertising  
links

Establish a communication  
link between the user  
and an advertiser of the  
selected advertising link

Compensate the user  
based on various inputs  
provided to the advertiser  
during interaction between

END

Flow 7

Receive a request from an  
advertiser to establish an  
interactive advertisement

Place a link for an  
interactive advertisement  
among the one or more  
interactive advertising  
links

Flow 8

Measure a duration of  
the interaction between the  
user and the advertiser

Calculate the billing  
amount based on the duration  
of the interaction and a time  
based price paid by the  
advertiser

Flow 10

Bill the advertiser a billing  
amount for the interaction  
with the user

Transfer the billing  
amount to the  
user

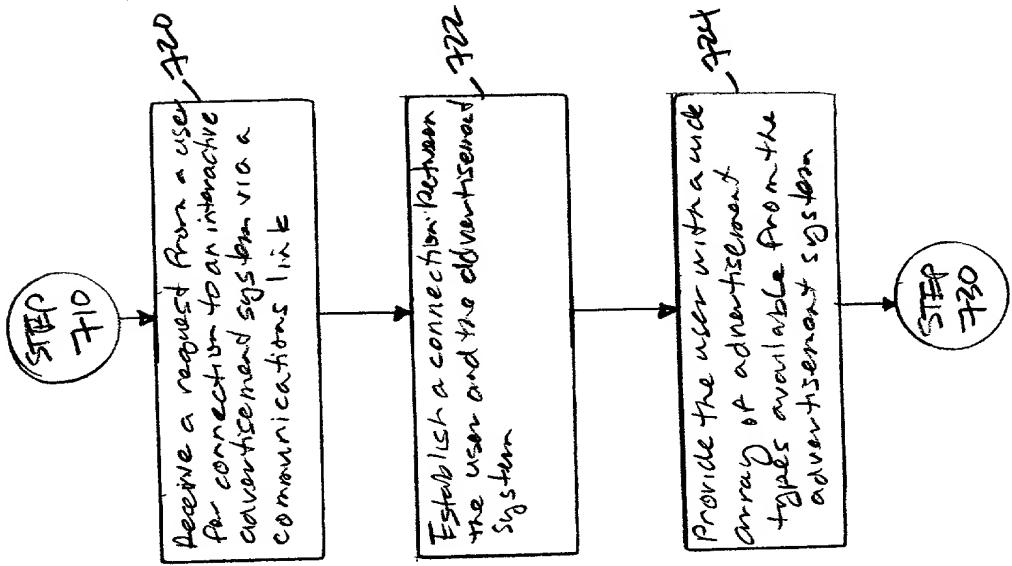
Flow 9

Provide a user that selected  
an opinion poll link with  
an online questionnaire

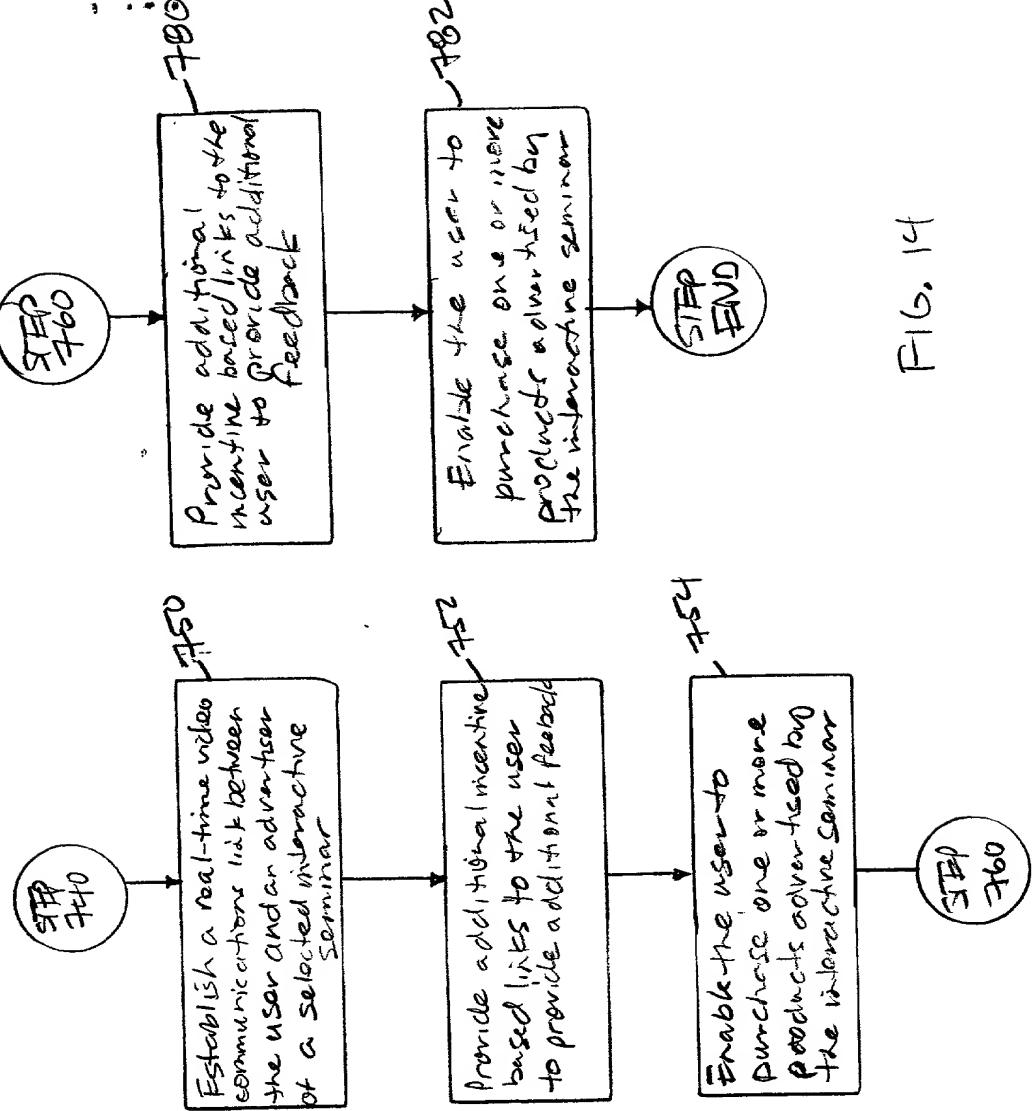
Transmit the completed  
questionnaire to the opinion poll  
of the opinion poll

Flow 11

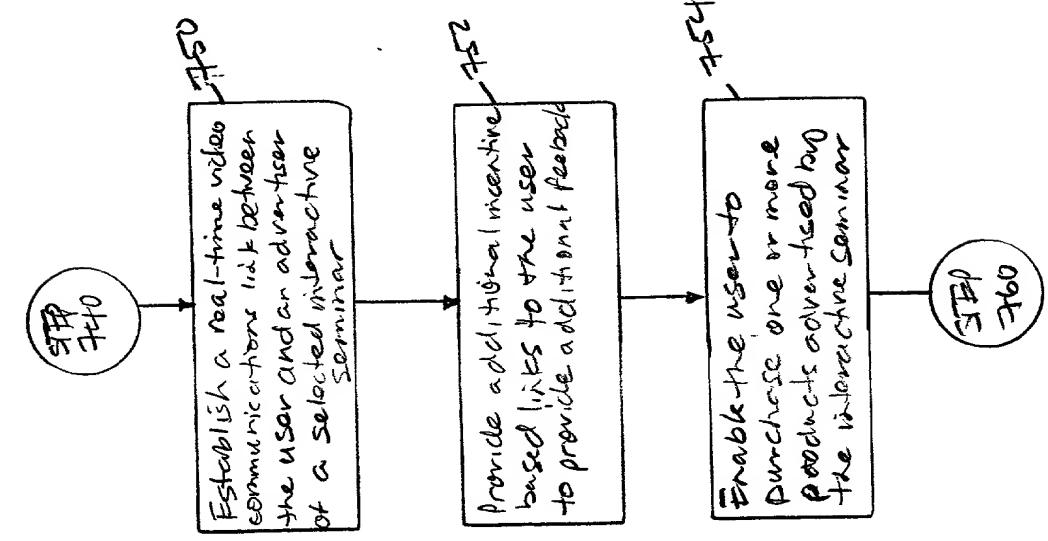
Questionnaire  
Completed  
Yes  
No  
Cancel



F16.12



F16.13



F16.14